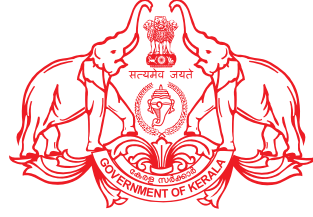


Department of Industries & Commerce
Government of Kerala

POST SHOW REPORT





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EXPO 2020
DUBAI, UAE

KERALA WEEK

February 4 to 10, 2022

KERALA @ EXPO 2020 DUBAI

The Department of Commerce, Ministry of Commerce and Industry, Government of India is organising an India Pavilion at the World Expo 2020 organised from October 1, 2021 to March 31, 2022 at Dubai in UAE. This is the first Expo being held in MEASA (Middle East, Africa and South Asia) region on the theme of Connecting Minds and Creating the Future. The sub themes of the Expo are Opportunity, Mobility and Sustainability.

World Expo is organised every five years, which lasts six months at a time and invites every country in the globe to take part in showcasing the best of what they have to offer. Its aim is to help people and Nations across the Earth to learn by sharing ideas, at the same time demonstrating innovation and further paving the path for progress in fields such as Technology and Architecture.

The Department of Commerce under Ministry of Commerce and Industry, Government of India is the Nodal Department for organising India's participation in the event. This is the first time that the Government of India has decided to involve an Industry Body and Federation of Indian Chambers of Commerce and Industries (FICCI) has been selected as an Industry Partner through a rigorous selection process by the Ministry of Commerce and Industry and the Ministry of External Affairs. The India Pavilion is built on a plot of 4614 sq.meters with a display area of about 10,000 sq.meters at the World Expo in Dubai.

The Federation of Indian Chambers of Commerce & Industry (FICCI) has requested for participation of Kerala in the India Pavilion at the World Expo 2020 during January/February 2022 at Dubai in UAE.

The key focus sectors in the Event are Climate & Biodiversity, Space, Urban & Rural Development, Tolerance & Inclusivity, Golden Jubilee, Knowledge & Learning, Plantation Sector, Tourism & Meity Sector, Travel & Connectivity, Global Goals, Health & Wellness and Food, Agriculture & Livelihoods.

The entire programme will include Industry Engagements, Conferences, Seminars, B2Gs, B2Bs, CEOs Meetings, Government Meetings and Trilateral Engagements etc. The India participation and showcasing will also include Art and Culture Elements.

Vide G.O. (Rt) No.12/2022/ID dated 05/01/2022, Government of Kerala has decided to participate in the World Expo 2020, Dubai from February 4 to 10, 2022. Accordingly the Managing Director, KSIDC and Chief Executive Officer. KBIP visited Dubai from January 17 to 20, 2022 to coordinate the preliminary activities regarding the participation of Government of Kerala in World Expo 2020 from February 4 to 10, 2022.

Based on the pre-visit, it is planned that the inauguration of Kerala Pavilion will be on February 4, 2022 followed by Investor Meets on February 5, 2022 (Industry Focus) and (Norka focus). FICCI will ensure all necessary support to Government of Kerala for the successful conduct of Investor Meets with adequate participation of promising clients from the business fraternity in UAE.

On behalf of Department of Industries & Commerce, the products, services and investment avenues of Directorate of Industries & Commerce, Kerala Bureau of Industrial Promotion (KBIP), Kerala State Industrial Development Corporation (KSIDC), Kerala Industrial Infrastructure Development Corporation (KINFRA), Directorate of Handlooms & Textiles and Handicrafts Development Corporation were displayed in the space allotted to Kerala in India Pavilion as part of the industrial promotion activity of the Department. Such participation is an opportunity and a platform for our State to highlight the vast potential of the State in the various industrial sectors before the UAE market and also to exhibit and disseminate the products and technologies. One to one interactions, B2B meetings, etc. was also organised with the trade and business fraternity in UAE concurrent to the participation of Kerala in the India Pavilion in World Expo.

February 4, 2022
Inauguration of Kerala Week at India Pavilion, Expo 2020

Inaugural Programme

Welcome Address	Shri. M.G. Rajamanickam IAS Managing Director, Kerala State Industrial Development Corporation (KSIDC)
Introductory Remarks	Shri. A.P.M. Mohammed Hanish IAS Principal Secretary, Department of Industries & Commerce, Government of Kerala
Special Guest Address	Shri. M.A. Yusuff Ali Chairman, Lulu Group International & Vice Chairman, NORKA Department, Government of Kerala
Keynote Address	H.E. Shri. Sunjay Sudhir IFS Ambassador of India to UAE
Presidential Address	Shri. P. Rajeev Hon'ble Minister for Law, Industries & Coir, Government of Kerala
Guest of Honour	H.E. Dr. Thani Bin Ahmed Al Zeyoudi Hon. Minister of State for Foreign Trade, UAE
Chief Guest	H.H. Sheikh Nahyan Bin Mubarak Al Nahyan Hon. Cabinet Minister, UAE & Commissioner General, World Expo 2020
Inauguration of Kerala Week & Pavilion	Shri. Pinarayi Vijayan Hon'ble Chief Minister, Kerala
Vote of Thanks	Shri. S. Harikishore IAS Director of Industries & Commerce, Government of Kerala

The Kerala Week began on February 4, 2022 in the Indian Pavilion at Expo 2020 Dubai. The special week, aimed at expanding economic possibilities in the State was inaugurated at 5.00 PM at the India Pavilion Expo site by Shri. Pinarayi Vijayan, Hon. Chief Minister, Kerala.

Addressing an august gathering, the Hon. Chief Minister of Kerala, Shri. Pinarayi Vijayan stated that Expo 2020 Dubai is a good instance of the triumph of human

spirit throughout a time of adversity. Frankly, it is a marvellous vision of the leadership to have hosted the Dubai Expo. When the Covid pandemic has dampened the spirit of people in addition to Governments globally, the Expo stands out as a shining instance of optimism, hope and dedication conveying a transparent message that collectively we are able to prevail over any adversity. UAE has set an example to the rest of the world that when the going gets tough, the tough gets going, he added. Praising the management's imaginative and prescient; the Hon. Chief Minister stated "any country can take a leaf out of the UAE book.

The Hon. Chief Minister mentioned when he met the UAE's prime leaders, they conveyed how a lot they worth the contributions of Keralites. We value that sentiment and I encourage the community to continue working with the same dedication and commitment as you have shown in the past. You are widely recognised as a pillar of support for the economic development of the UAE. It was an honour to inaugurate the Kerala Week happening in India Pavilion, at Expo 2020, because it showcases one of the best of Kerala's cultural heritage, tourism and likewise enterprise and funding alternatives.

Terming Expo 2020 Dubai as an excellent catalyst for industrial innovation, the Hon. Chief Minister said it was also a shining example of hope, determination and resilience. "It is undoubtedly the largest event in the world highlighting technologies and products and people with country-specific peculiarities. I am sure that the Expo will enrich us with ideas and avenues that will go a long way in strengthening our ties and in cementing the future of our regions."

Hon. Chief Minister further said that UAE has a massive diaspora of almost 1.2 million Malayali people living in the country. Over the years, Dubai has transformed into one of the most inspirational and successful communities of international repute. It has emerged as the cosmopolitan hub of the world, thanks to the far-sighted vision and policies of the Rulers of the emirates as well as the strategies for economic growth that transcend barriers of any nature. .

The EXPO2020 will, therefore, help in strengthening the base and cementing the future of both regions. There could have been no better place for this than Expo 2020, the Hon. Chief Minister Vijayan concluded.



The Week-long celebrations of Kerala at India Pavilion in World Expo 2020 Dubai began with the Hon. Chief Minister Shri. Pinarayi Vijayan officially opening Kerala Week at India Pavilion in the presence of H.H. Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Minister, UAE & Commissioner General, World Expo 2020.



H.E. Dr. Thani bin Ahmed Al Zeyoudi, UAE Minister of State for Foreign Trade and the Guest of Honour, lauded the UAE's strategic relationship with India and warm ties with Kerala in particular. He also promised to the Chief Minister that there will be more investments in Kerala from the UAE.



Shri. P. Rajeeve, Hon. Minister for Law, Industries & Coir, Government of Kerala during his presidential address stated that Kerala stands distinct in terms of innovative steps taken towards industrialization of the State. We have strengthened an ecosystem for attracting more investments and are working towards generating more employment opportunities. We hope the Expo 2020 Dubai will help us to showcase the credential and achievements of 'God's own country' to the world.

H.E. Mr. Sunjay Sudhir, Ambassador of India to UAE stated that the presence of Hon. Chief Minister, Kerala means a lot to the large Malayali community in the UAE. Despite the pandemic, UAE stands out at a very bright spot by showcasing to the world how this whole situation is to be dealt with. I am confident that all the Indian states including Kerala will connect with the UAE for innovation, start-ups and investment opportunities.



Shri. A.P.M. Mohammed Hanish IAS, Principal Secretary, Department of Industries & Commerce, Government of Kerala during his introductory address mentioned that Government of Kerala is committed to improving the ease of doing business in the State. Several initiatives including the simplification of procedures and enablement of digital engagement channels have also been introduced to strengthen the State's economy.

Shri. M.A. Yusuff Ali, Chairman, Lulu Group and Vice Chairman, Non-Resident Keralites Affairs Department (Norka-Roots) also spoke at the opening ceremony of Kerala Week. Shri. M.G. Rajamanickam IAS, Managing Director, Kerala State Industrial Development Corporation (KSIDC) welcomed the dignitaries and august gathering and Shri. S. Harikishore IAS, Director of Industries & Commerce, Government of Kerala proposed vote of thanks.

Dr Aman Puri, Consul General of India in Dubai and Deputy Commissioner General for India at Expo 2020 were also present at the inaugural ceremony along with senior officials from Government of Kerala, eminent industrialists based in UAE and NRK business community.

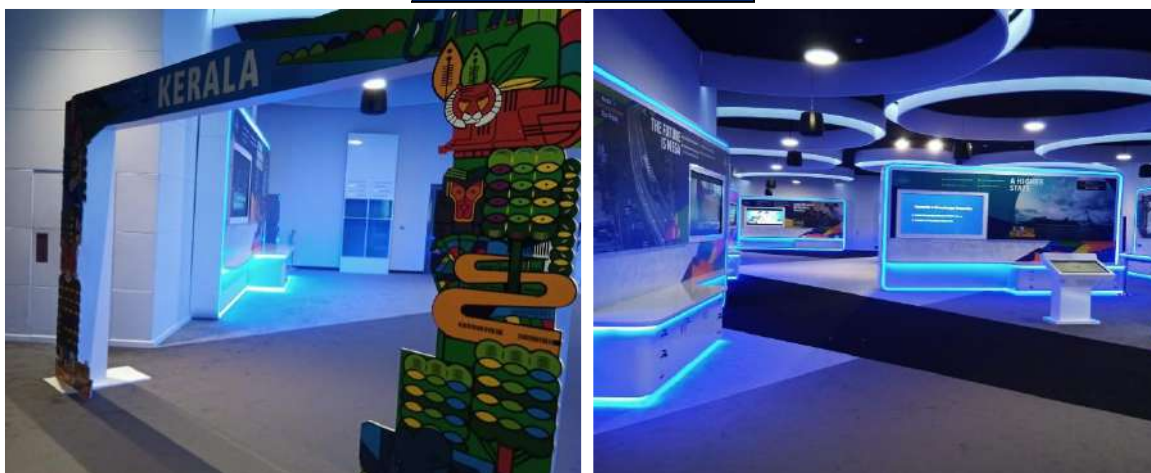
INAUGURATION OF KERALA PAVILION AT INDIAN PAVILION AT WORLD EXPO



Prior to the inaugural meeting, the Hon Chief Minister Shri. Pinarayi Vijayan along with H.H. Sheikh Nahyan Bin Mubarak Al Nahyan, Cabinet Minister, UAE & Commissioner General, World Expo 2020; H. E. Dr Thani Bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, UAE; Shri. P. Rajeeve, Hon. Minister for Law, Industries & Coir, Government of Kerala; H.E. Shri. Sunjay Sudhir, Ambassador of India to UAE, along with other dignitaries inaugurated the Kerala Pavilion in Indian Pavilion at World Expo 2020, Dubai.



DIGITAL SCREENS



The space availability to showcase the State in the Expo in the India Pavilion is 700 sq.mtrs. which have 12 digital display screens. Twelve digital screens displaying various mega projects of Government of Kerala, Ease of Doing Business, New initiatives of Industries Department, Mega Projects, Investment & MSME focus, Startups, Tourism initiatives, Knowledge/IT driven initiatives, Skilling, activities of NORKA, ODEPC, KASE, etc. were showcased at the Kerala State Pavilion during the Kerala week from February 4 to 10, 2022.



The promotional materials like brochures, leaflets, pamphlets, etc. of various Government Departments/Agencies were also shared with the potential investors during the Kerala Week.

INAUGURATION OF CULTURAL ACTIVITIES OF KERALA WEEK AT WORLD EXPO DUBAI AT JUBILEE PARK STAGE

The participation of Kerala in World Expo 2020 also witnessed art forms and cultural programmes which provided a forum to showcase rhythms of folk theatre of Kerala for the interest of visitors.



While, addressing a large crowd of Malayali expats at the Jubilee Stage, the Hon. Chief Minister said Kerala and the UAE are very close and share heart-to-heart relations. He urged the Malayali community to continue to be pillars in bringing India and the UAE closer. Highlighting Kerala's success in various sectors and its flagship projects at the opening ceremony earlier, the Hon. Chief Minister said the State is all set to achieve the next wave of economic development through investments.

Ms. Reem Al Hashimi, the UAE Minister of State for International Cooperation and Managing Director of Expo 2020 Dubai also addressed at the Jubilee Stage. The State of Kerala is a glittering jewel of South India and its Chief Minister Pinarayi Vijayan is a mentor and guide, Reem Al Hashimi, UAE's Minister of State for International Cooperation and Managing Director of Expo 2020 Dubai, said in a heartwarming speech that she delivered at the cultural event celebrating Kerala Week at Expo 2020 Dubai here tonight.

Speaking at the Jubilee Park shortly after the opening of the Kerala Week at India Pavilion by Vijayan, Al Hashimi said the UAE and Kerala are partners in good times and bad times. The UAE and India and Dubai and the State of Kerala enjoy strong and valued relations at every single level, as Government, as partners in trade and sustainable business growth, and as brothers and sisters, together through hard times and good times, through challenge and eventual inevitable triumph. She said the UAE is a proud and happy home to more than one million Keralites. We here in the UAE are as one with the glittering jewel of south India. We are blessed by the talents of her people, all of whom have contributed significantly, not just towards the development of this nation, but to the successful delivery of this Expo, Al Hashimi said.



The Malayalam Film Star Shri. Mammooty were also present on the Jubilee Stage event, which was followed by cultural performances by artistes from Kerala.

CULTURAL PERFORMANCES



KERALA RETAIL STORE AT THE INDIA PAVILION RETAIL PLAZA

Kerala also set up a retail store at India Pavilion at the retail plaza with articles of Kerala bamboo and handicraft products and Kerala handloom products.



The Department of Industries, Government of Kerala facilitated the participation of two bamboo artisans through Kerala State Bamboo Mission for the display and sale of bamboo products in the Retail Store allotted to Kerala in India Pavilion in World Expo 2020 from February 4 to 10, 2022.

The retail store was open from 10.00 AM to 09.00 PM during the Kerala Week from February 4 to 10, 2022. Large number of visitors, both international and Indian diaspora visited the Kerala retail store.





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Government of Kerala



**Directorate of Industries
& Commerce**



KSIDC
**Kerala State Industrial
Development Corporation**



kinfra
**Kerala Industrial Infrastructure
Development Corporation**

K-bip

**Kerala Bureau of
Industrial Promotion**